



SCHOOL OF ENTREPRENEURSHIP
————— CREATING ENTREPRENEURS —————

**ONE YEAR CPEM PROGRAM
FOR
START-UP AND FAMILY BUSINESS**



**CERTIFICATE PROGRAM
IN
ENTREPRENEURSHIP MANAGEMENT

ONE YEAR PROGRAM IN PUNE**



ABOUT US

MIDAS School of Entrepreneurship in collaboration with AIMA was established with a vision of creating entrepreneurs and providing them with an ecosystem to foster with help of programs based on 4 crucibles – Critical Thinking, Creativity, Effectuation, and Incubation.

With an aim to create and develop education facilities, MIDAS enhances and brightens budding entrepreneurs and individuals with their family businesses to explore limitless possibilities.

It is an institution that helps discover your spark and incubates your potential, creating dedicated, ambitious, and skilled entrepreneurs to serve society and the nation at large. Along with the best Startup courses in India, MIDAS also has a unique entrepreneurs program for the next generation of Family Businesses.

VISION

We create entrepreneurs. Our vision is to reach out to every dreamer who wants to make a difference and leave a mark on this wonderful journey called life. Further, we believe in challenging the status quo by using the path-breaking and unique framework of coaching methodology. At MIDAS we bridge the gap between dreams and reality.

MISSION

We are in the business of coaching entrepreneurs, we coach students and existing businesses by innovating and designing products, services, and processes. At MIDAs we challenge the status quo constantly by using the four crucibles of Innovation, Creativity, Critical Thinking and Incubation

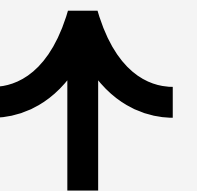
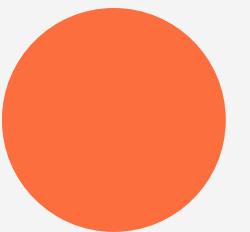
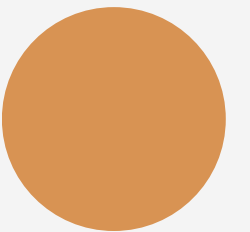
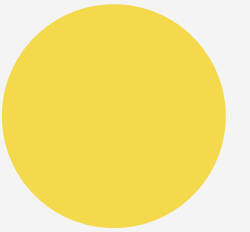
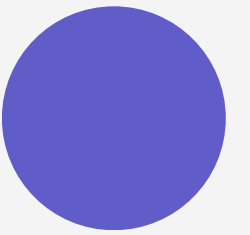
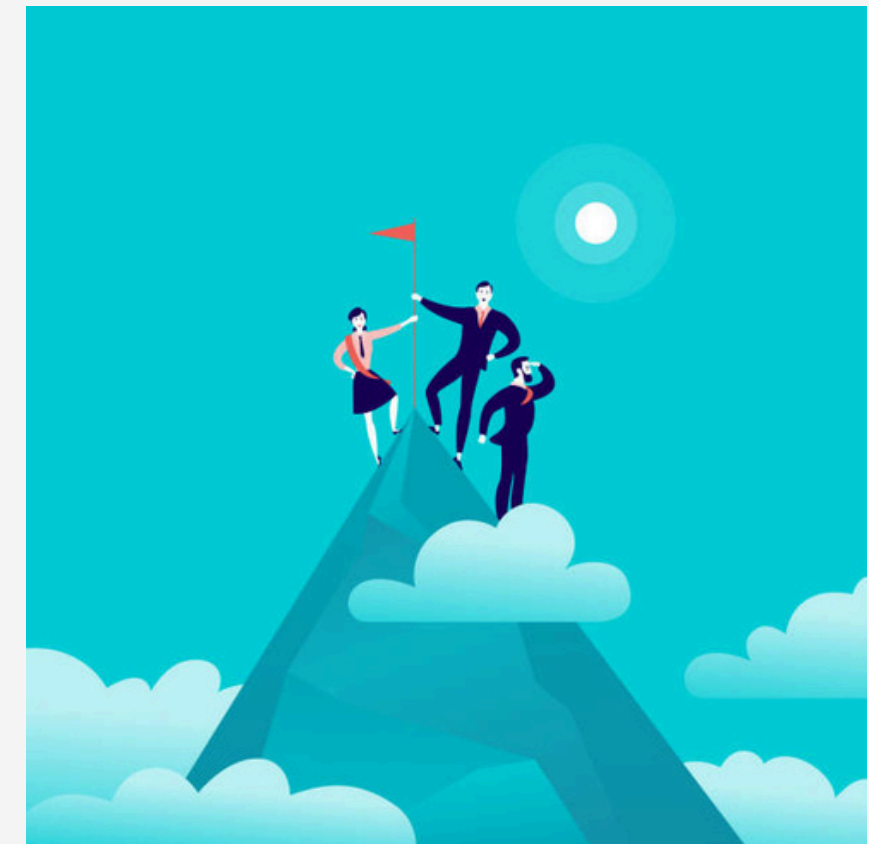
CPEM PROGRAM



ONE YEAR PROGRAM IN PUNE

BATCH STARTS ON : 26 - AUGUST-2025

Eligibility criteria : 12th pass



**ENTREPRENEURIAL
MINDSET/IDEA GENERATION**

**ENTREPRENEURIAL
PROCESS/IDEA VALIDATION**

**ENTREPRENEURIAL
EXECUTION/INCUBATION**

OUR PROCESS

Steps for Admission Process

- ➔ Filling the Application form - Rs. 1000/-
- ➔ Complete the online skill assessment
- ➔ Business Discussion with the Coaches
- ➔ Selection and Offer Letter
- ➔ Payment for Seat Confirmation - Rs.59,000





Course Fee

Rs. 6,61,980/- Including GST

For Seat Confirmation Fee - Rs.59,000/- Including GST.

Note: Refundable to the extent of Rs.50,000/- GST Will not be Refunded

Latest by 24-July-2025





Course Fee - Structure

Rs. 6,61,980/- Including GST

Step -1 For Application Fee - Rs.1,000/-.

Step -2 For Seat Confirmation Fee - Rs.59,000/- Including GST (with in 7 Days)

Step -3 For 1st Installment Fee - Rs.3,54,000/- Including GST.

Step -4 For 2nd Installment Fee - Rs.2,48,980/- Including GST.



STUDENT JOURNEY

In One Year

Entrepreneurial
Fitment

Prototype Lab

Incubation

Product Lab

Idea Generation

Idea Lab

Pitch to Jury

Idea Validation

Validation Lab

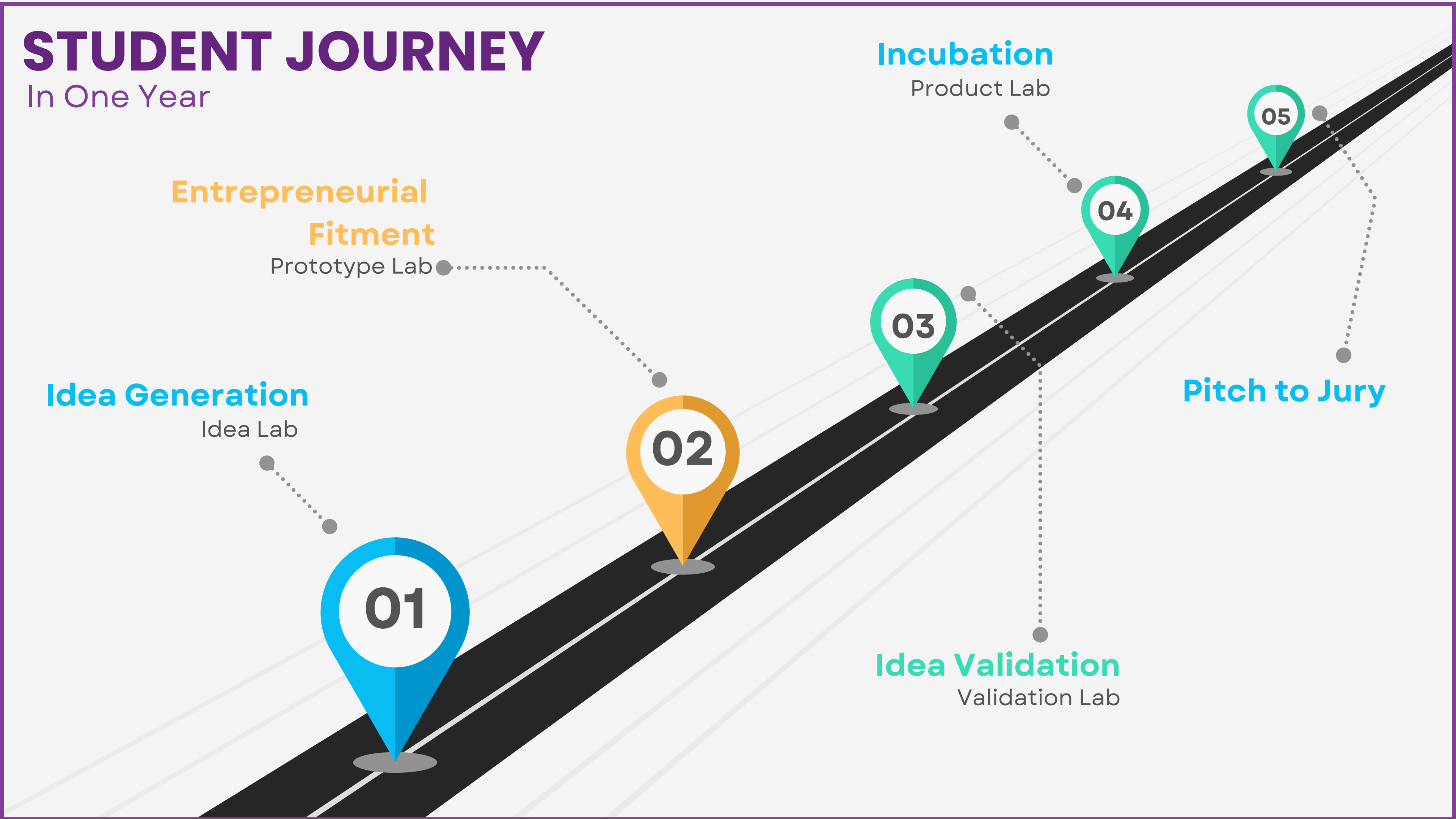
01

02

03

04

05





PHASE - 1 MODULES

ENTREPRENEURIAL MINDSET (IDEA GENERATION)



TRANSCEND -1

CRITICAL THINKING

BOOT CAMP

PERSONALITY DEVELOPMENT

RESEARCH METHODOLOGY

MARKET SURVEY

CREATIVITY

ENTREPRENEURIAL STRATEGY

3 DAY CHALLENGE

MARKETS & ENVIRONMENT

SOCIAL MEDIA BRANDING

GROUP ACTIVITIES

ENTREPRENEURIAL ECONOMICS

BUSINESS FINANCE


INSIGHTS WITH MIDAS

VIDEO CONTENT CREATION

IMPORT & EXPORTS


RURAL IMMERSION PROGRAM

INDUSTRIAL VISITS



PHASE - 2 MODULES

ENTREPRENEURIAL PROCESS (IDEA VALIDATION)



TRANSCEND -2

NEGOTIATION SKILLS

AI IN BUSINESS

AI IN DIGITAL MARKETING

TALENT MANAGEMENT

Design Thinking

ENTREPRENEURIAL MARKETING

POWER & POLITICS

**SALES STRATEGY FOR
ENTREPRENEURS**

BUSINESS OPERATIONS

E-COMMERCE

FINANCING BUSINESS VENTURES

FINANCIAL INTELLIGENCE

SUCCESSION PLANNING

MARKET STRATEGY

LEGAL ASPECTS OF BUSINESS

CONFLICT CHANGE MANAGEMENT

BIVP

VC PITCH

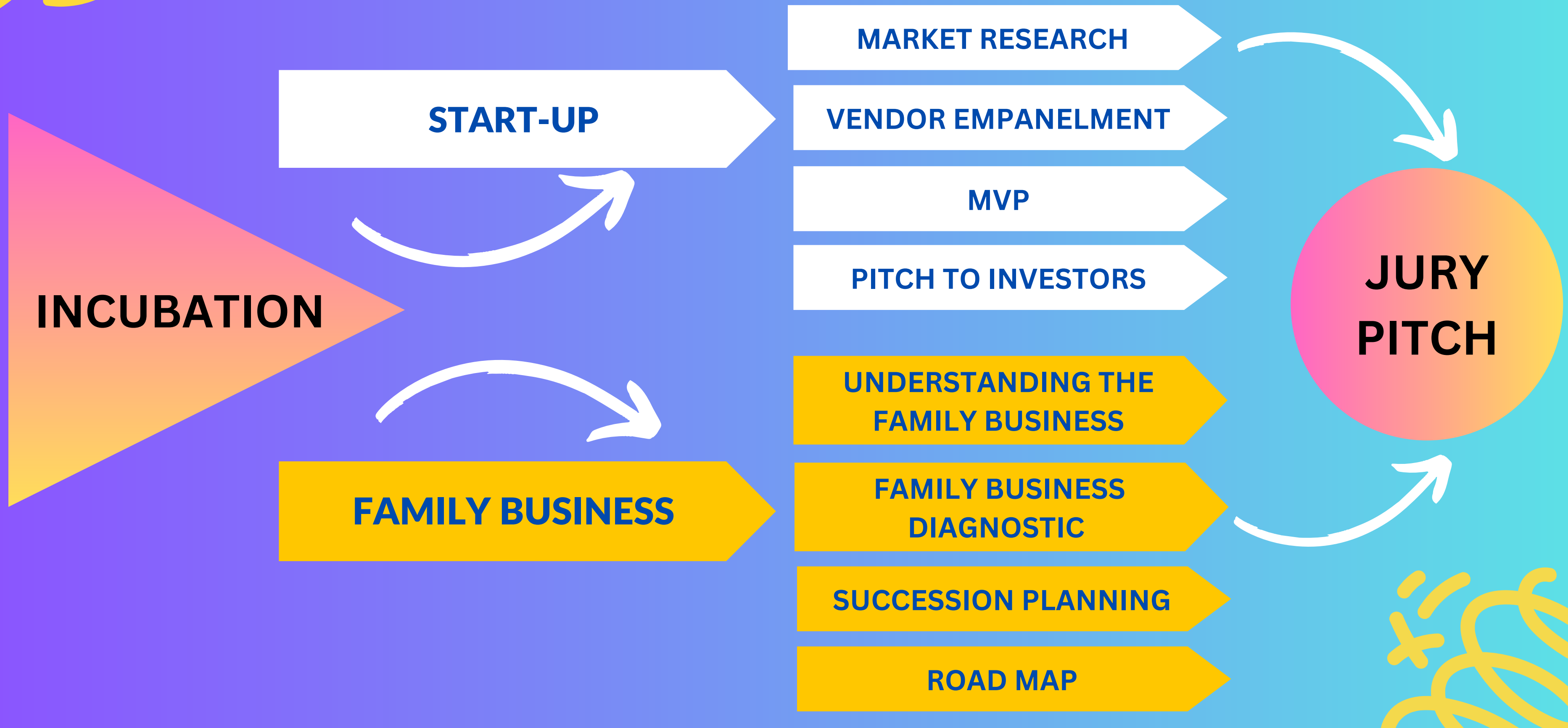
TECH FOR ENTREPRENEURS

BIVP



PHASE - 3

ENTREPRENEURIAL EXECUTION (BUSINESS ROADMAP EXECUTION)





MIDAS BAZAAR





OUR MANAGEMENT



PROF. PARAG SHAH

FOUNDER/CHIEF MENTOR



MS. POOJA SHAH

MANAGING DIRECTOR





PROF. PARAG SHAH

Prof. Parag Shah is an entrepreneur and an educationist at heart. He is also the Founder and Chief Mentor of MIDAS (Management, Innovation, Design, Arts & Social Sciences), an institute dedicated to creating and building an eco-system for entrepreneurs.

He is the founding Chairman of FLAME University, which is India's first Liberal Arts University. He is considered the pioneer in bringing Liberal Arts into India. He has traveled to the USA and Europe to culminate all his learnings and various forms of education in the liberal arts format, partnering with the best Universities like Harvard, Oxford, Boston, Princeton INSEAD, and Stanford teachers from these distinguished universities. Prof. Parag Shah is a serial entrepreneur and is a pioneer in the real estate industry with close to 40 million Sft already developed and another 60 million Sft under construction with the Oxford Group in Pune, where he is also the MD of the award-winning Californian style Oxford Golf Course, Oxford Aviation and Oxford Golf Club. Prof Shah started with a chain of Photo Finishing Labs called SNAP.



COACH POOJA SHAH

Ms. Pooja Shah has been an exemplary leader as the family owned enterprise has given her an experience of working across industries and businesses. A serial entrepreneur who has developed skills on the go, Pooja is bestowed with wide experience of driving people and businesses through challenges and being the torchbearer of education in entrepreneurship. All her abilities as a Personal Mastery coach and entrepreneur culminate into a beautifully designed program called Transcend. This is a master class where students get in touch with their real selves, their environment and emotions, which propels them to take charge and move ahead in all aspects of life.

With a global perspective for an Indian business, Ms. Pooja Shah is spearheading MIDAS towards a bright future of entrepreneurial revolution.



COACH

NELLOOLIRAJASEKHARAN

Dr. Rajasekharan is based in Bangalore India, and is the founder of Guru Management Consulting a founding member firm of Meridian Partners International.

His 30 years' experience and a combination of change management and strategic consultancy experience has enabled him to develop and implement customized solutions in complex business environments that have resulted in long-term client partnerships. He is a member of Mensa International and has published "Competency Web – The Corporate DNA", several novels, short stories, and music. He holds a BS in Zoology and a Master's Degree in Human Resource Management from Loyola College of Social Sciences in India. He has traveled and lived in several countries and is multilingual.



COACH

ROHAN GOSWAMI

Rohan Goswami is an Entrepreneur, Engineer and TEDX Speaker. Having created his first startup at age 19, Rohan has been a serial entrepreneur leading engineering, design & research teams with clients in 20+ countries. He has deep experience leading social innovation and grassroots development projects globally - supporting ecosystems that cater to the UN Sustainable Development Goals. With a specialization in Human Centered Design, Rohan has collaborated with Fortune 500 brands, Government agencies and impact organizations (United Nations, World Bank, Cisco Foundation, US Department of Commerce, Merck) to create disruptive, market-facing innovations.

Rohan believes that the best way to share lessons from the field is using stories. He is frequently invited to talk about Design, Innovation, Technology & Entrepreneurship at prestigious events and universities around the world (TEDx, Monash University, MIT, IIT Bombay, Indian School of Design & Innovation, ISB Hyderabad, Tata Institute of Social Sciences, GWU Washington DC). He has also been the Co-founder & CTO at a USA-based AI company and a policy advisor for multiple governments.

Rohan is currently the Co-founder and Chief Design Officer at FRIDA - a design & technology company that makes public spaces more accessible for individuals with disabilities.



COACH

NIRAV SURATWALA

Prof. Nirav Suratwala is a gold medalist in Bachelors in Foreign Trade from MITSOM, Pune. He is an MBA in International Business and Finance and is the founder of H.V.Desai Competitive Exams Center (HVD-CEC). He has a teaching experience of 10 years.

He is the Head, International Business Domain, MITSOM, and the Founder Director of a movement called 'Sarvodaya' to give quality Civil Services guidance to unreached aspirants. Started first Centre at Satara in association with Satara District Cooperative Bank. Second Centre in PCMC in association with Pratibha Institute of Business Management.

He has authored 6 books in 2016. 5 on Management Subjects & one on Current Events published by Sakal Publications, and wrote Books on 10 MBA subjects including Economics. More than 100 Officers have been created under his able guidance. More than 800 aspirants are currently studying in HVDCEC.



COACH KETAN HEDA

Coach Ketan Heda has a vast educational background. To name a few, he is a Certified Organizational Development Analyst from the Carlton Advanced Management Institute and he also has a Post Graduate Diploma in International Business from Symbiosis University.

With close to 15 years of work experience, Ketan started his career in the hospitality sector in various functions ranging from sales, operations, training and management. Having loved training the most, the transition into being a consultant was almost seamless. At Aacharan Consulting, one of his own brainchild, he has consulted clients from the education sector, hospitality industry, real estate, IT, Automation Industry, Packaging, Manufacturing, Automobiles and so on. He was instrumental in taking the company to East Africa & positioning itself in the international market. Apart from that he has also coached over hundred individuals from diverse professions. With his advanced studies in NLP & Business Strategy, helping businesses & individuals maximize their potential is his biggest strength.



COACH QURESH MOOCHHALA

Coach Qureh Moochhala has a freelance branding business. He has spent most of his life overseas in various countries and has a unique combination of work experience, training and imparting education in cities ranging from Dubai, London, Mumbai and Sydney. He has acquired international degrees from Australia (B.Com—Double Majors) & United Kingdom (MBA) and has more than 10 years of experience in private consulting. He has been on the lecturing circuit with many post-grad colleges since 2006. He has also trained students for entrepreneurship management and is one of the many master trainers at I-Create Inc. (US & India Venture).

He was an Associate Member of the Chartered Management Institute in the United Kingdom from 2006 to 2008. His research paper was ranked 1st nationally at a conference in 2013 and his other papers have been appreciated by academics as well as corporate stalwarts.



COACH H. B. KESHAVA

Adv. H. B. Keshava is an alumnus of The University of Petroleum and Energy Studies (UPES), Dehradun and later completed his Masters in Law from Indian Law Society's ILS Law College, Pune. He is a Degree holder and a Masters holder in Science as well. He also carries multiple Diplomas in the field of Law and Science to his name.

His areas of academic specialisation are in the field of Law, Science and Technology, which includes Energy Laws, Intellectual Property Rights, Cyber Laws, Business Laws, Dispute Resolution, Labour Laws and Space Laws. He is an avid researcher and litigator. He holds many years of experience in the field of law. His areas of research and practice includes Trademarks, Copyrights, Patents, Designs, Cyber Security, Space Laws, ADR and Business Laws. He is also a Lead Auditor for ISO certification.

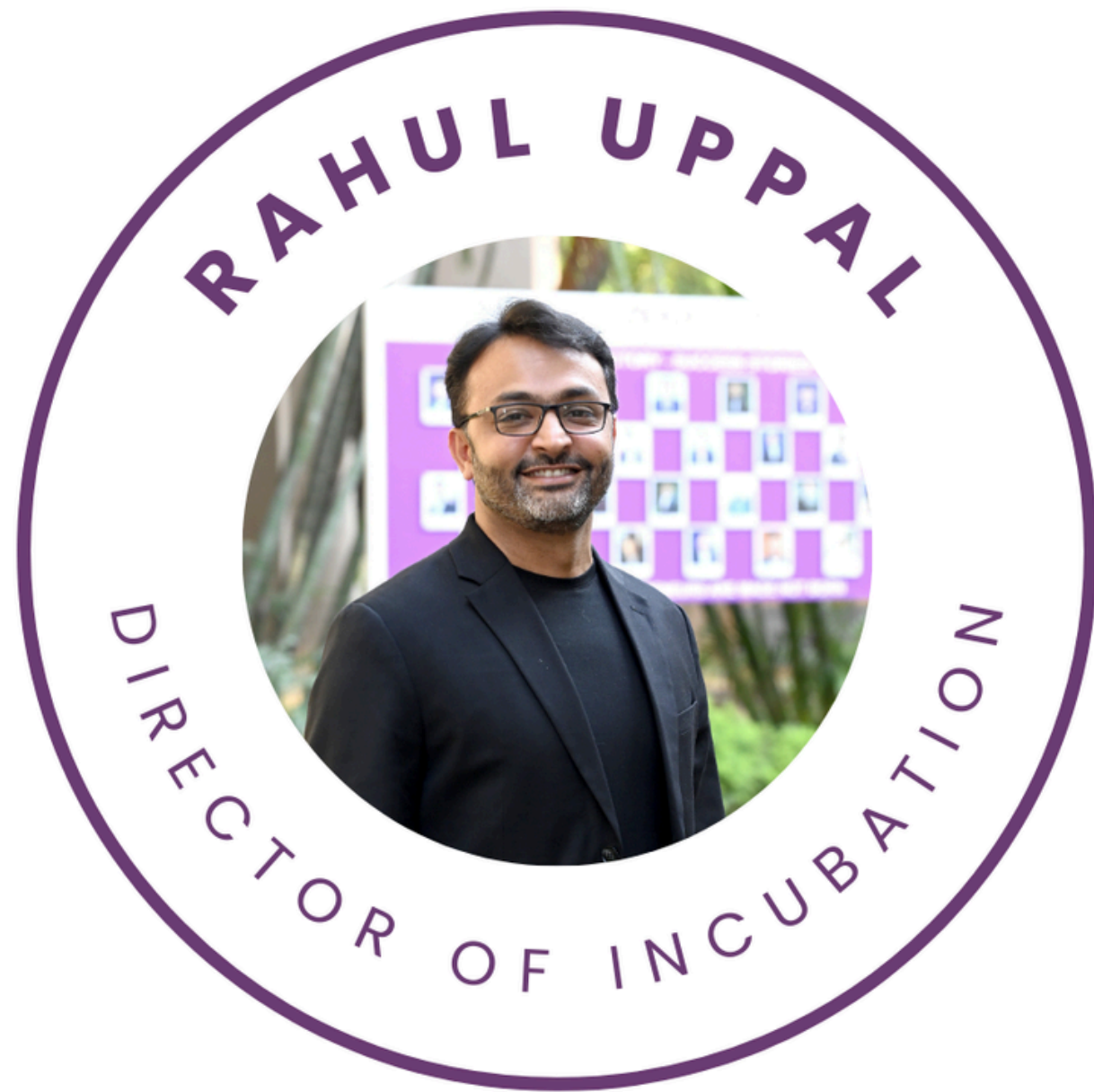


COACH DAKSH SETHI

Mr. Daksh Sethi, a 2 times TEDx Speaker, Josh Talks Speaker, a Corporate Trainer, Educational & Business Consultant, Soft Skills Trainer & an Academician, has positively impacted the lives of more than 25,000 individuals from different fields and age groups.

He has worked with Top Educational Institutions such as IIT Bombay, S.R.C.C., Miranda House, ShaheedSukhdev College of Business Studies, NIT Warangal to name a few.

Many of his Ed-Tech Platform Collaborations include Great Learning, Unacademy, Geeks for Geeks, DataTrained, MyCaptain, Graphy, Ant Wak, and TagMango.



COACH RAHUL UPPAL

Rahul has one and a half decade of experience working alongside 50+ founders across industries, geographies and stages of start ups.

He has executed his own start up, raised funds, built teams and launched multiple cities. He was recognised as one of the 35 under 35 game changers of 2017 by the entrepreneur magazine.

He is a part of active investing groups and strategy teams. He has worked for corporations and start-ups/new initiatives at various stages of their evolution (from idea to execution). for him the real thrill lies in the high energy, nimble, high on execution start-up/new initiative environment.

An army kid, have lived/studied in 12 towns across 6 states. A keen sportsperson, have played Squash, Lawn Tennis, Roller Hockey and Table Tennis at university & state level.



COACH

TEJAS PADASALAGI

Tejas Padasalagi is an accomplished entrepreneur and CEO of Rokkamint Group. With a background as an Automotive Engineer at COSWORTH and Ford Motor Corp, Tejas transitioned into international business, founding ROKKAMINT in 2012.

He expanded into real estate in 2018 and began sharing his import-export expertise on YouTube in 2020. By 2022, he started offering coaching and training, aiming to create a supportive ecosystem for importers and exporters.

His mission focuses on collaboration, education, and fostering innovation in the industry



COACH
ATUL BENGHERI

Atul Bengeri is an accomplished professional with over 23 years in the corporate sector and 16 years in academia across India and the Asia-Pacific region.

He is Specializing in EdTech, HealthTech, SmartTech, and Design Thinking, he is currently nurturing his fourth entrepreneurial venture in the education segment. His diverse expertise includes digital transformation, project management, and technical consulting, with a focus on Industry 4.0, IoT, and big data.

Atul has held key positions at Dell-EMC, Intel, and Siemens, and is a founding member of the Society for Data Science (S4DS).



COACH
HITESH SAISWANI

Hitesh Saiswani is a dynamic Chartered Accountant, having completed his qualification in 2019.

He furthered his expertise with a diploma in venture capital and private equity from Bocconi University, Italy.

With a robust background in venture capital, Hitesh has successfully led investments in startups and worked with Ernst and Young Mumbai on M&A due diligence deals across various sectors. Passionate about entrepreneurship, he has coached over 200 student entrepreneurs on family business management, startup functionality, and venture capital, making significant contributions to the entrepreneurial ecosystem.



COACH
MALAY VADALKAR

A graduate of the renowned Satyajit Ray Film & Television Institute of India (SRFTI), Malay's career has been anything but ordinary. He started by collaborating with YouTubers to help them hone their content, while simultaneously launching his own successful YouTube channels. Today, his business thrives through social media, and he even fronts a band called Easy Wanderlings, a regular fixture at music festivals.

In 2020, Malay founded Caliac Studios, a video content marketing agency. He's produced impactful work for major clients like Ultrahuman, Cultfit, the Clinton Foundation, and Generation Vegan. His agency specializes in corporate films, ad films, and explainer videos, often incorporating dynamic 2D animation.



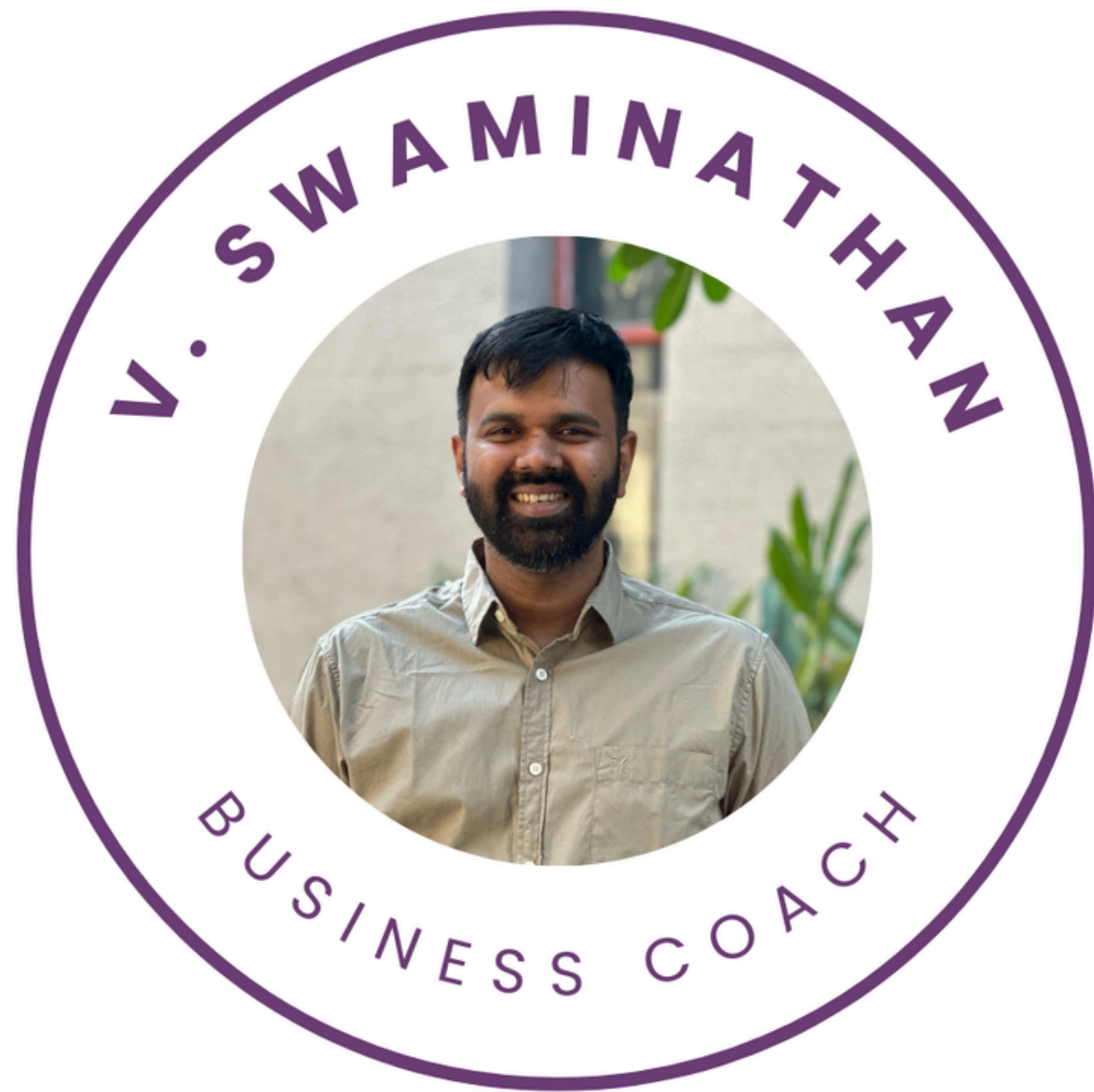
COACH
PANKAJ . G

Pankaj Gopalani is a seasoned Public Speaking and Communication Coach with over 15 years of experience in empowering individuals to articulate their thoughts confidently and effectively. As a Business Coach at MIDAS, he has guided numerous entrepreneurs and professionals in enhancing their public speaking skills, focusing on clarity, confidence, and impactful delivery.

Instagram

Through his platform, @speakingwithpankaj, Pankaj shares insights and strategies to overcome common speaking challenges, such as impromptu speaking anxiety and stage fright. His approach combines practical techniques with personalized coaching to help clients develop a compelling presence in various settings, from boardrooms to public forums.Instagram+1Threads+1

Pankaj's expertise lies in transforming apprehensive speakers into persuasive communicators, enabling them to connect authentically with their audiences and achieve their professional goals.



COACH
V.SWAMINATHAN

V Swaminathan is a software engineer, startup consultant, and AWS coach with 5+ years of experience in webdevelopment and emerging technologies. Currently the Director at One for Life Pvt. Ltd., he has developed applications for Fortune 500 companies like BMG and Bayer and co-founded Prime Trade AI, a top blockchain startup in India (2019). As an AWS Coach, he trains professionals for AWS Solutions Architect Certification while mentoring startups to establish a strong industry presence. With expertise in Blockchain, AI, IoT, Machine Learning, and Cloud Architecture, he is passionate about innovation and technology-driven solutions. Beyond work, he is a national-level PC gamer, blockchain enthusiast, and football player, embodying his philosophy: "Everyone should live to learn, not learn to live." 🚀🔥

PROGRAM OUTCOMES

Start-ups

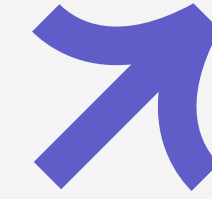
- Identify the Business Idea
- MVP
- Road map for market Strategy
- Build your Network in the business eco system.
- Connect with mentors, Business leaders, Venture capitalist and fellow entrepreneurs
- Learn the Process of Building multiple business
- Learn the art of becoming a serial entrepreneur
- Investor Connect
- Entrepreneurial Mind Set

Family Business

- Succession Planning
- Business Road Map for Next generation leaders
- Well Designed Organisation Structure for modern challenges
- Take your business to the next level.
- Be More Entrepreneurial and have global business view
- Build your Network in the business eco system.
- connect with mentors, Business leaders, Venture capitalist and fellow entrepreneurs
- Learn the Process of Building multiple business
- Learn the art of becoming a serial entrepreneur



A New Revolution in Entrepreneurship Education



ALUMNI

250+

**FAMILY BUSINESSES
CATERED**

150+

**SUCCESSFUL
START-UP'S**

100+

**IDEAS
GENERATED**

10,000+

THANK
YOU

Let's Talk



Email

info@midassoe.com



website

www.midassoe.com



Social Media

[@midasentrepreneurs](https://www.instagram.com/midasentrepreneurs)